



**COMBINED DECLARATION OF INVENTORSHIP
AND POWER OF ATTORNEY**

SIR:

As the below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below, next to my name.

I believe I am the original, first and sole inventor of the subject matter of the invention entitled "Internet-Based Method of and System for Managing and Serving Consumer Product Advertisements to Consumers in Retail Stores" disclosed and claimed in US Patent Application Number 09/483,105 filed January 14, 2000, for which a U.S. Letters Patent is sought.

I hereby state that I have reviewed and understand the contents of the Specification of said Application, including the Claims to Invention attached thereto.

I acknowledge the duty to disclose material information as defined in Title 37, Code of Federal Regulations, §1.56 (a), which occurred between the filing date of the prior US Application Serial No. 08/736,798 filed October 25, 1996 and the present Application filed herewith.

Under 35 USC Section 120, I hereby claim priority to the earlier filing dates of: copending Application 09/465,859 filed December 17, 1999; which is a Continuation-in-Part of copending Application Serial No. 09/447,121 filed November 22, 1999; copending Application 09/441,973 filed November 17, 1999; which is a Continuation-in-Part of copending Application Serial No. 09/284,197 which was entered into the U.S. on April 21, 1999 which is a National Stage Entry Application from International Application No. PCT/US97/19227 filed October 27, 1997, published as WIPO Publication No. WO 98/19259 on May 7, 1998; as well as a Continuation-in-Part of the following U.S. Applications: No. 08/736,798 filed October 25, 1996, No. 08/752,136 filed November 19, 1996; No. 08/826,120 filed March 27, 1997; No. 08/854,877 filed May 12, 1997, now U.S. Letters Patent 5,950,173; No. 08/871,815 filed June 9, 1997; and No. 08/936,375 filed September 24, 1997, each said Application is commonly owned by IPF, Inc., and is incorporated herein by reference in its entirety as if fully set forth herein.

I hereby appoint Thomas J. Perkowski, Esq., Reg. No. 33,134, of Soundview Plaza, 1266 East Main Street, Stamford, Connecticut 06902, to represent Applicants before the United States Patent and Trademark Office and to transact all business in connection with the above-referenced application, and any continuation, division and continuation-in-part applications thereof.

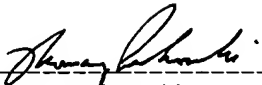
Please send all future correspondence in the above-referenced Application to:

Thomas J. Perkowski, Esq., P.C.
Soundview Plaza
1266 East Main Street
Stamford, Connecticut 06902

Combined Declaration of Inventorship/
Power of Attorney
USSN: 09/483,105
Attorney Docket: 100-033USA000

Please direct all telephone calls to Thomas J. Perkowski, Esq. at (203) 357-1950.

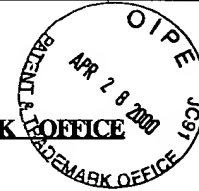
First and Sole Inventor:
Residence:


Thomas J. Perkowski
10 Waldon Road
Darien, Connecticut 06820

Post Office Address:
Citizenship:
Date:

Same as Above
USA
April 26, 2000

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



In re original application of:

Applicant : Thomas J. Perkowski
Serial No. : 09/483,105
Filing : January 14, 2000
Title of Invention : INTERNET-BASED METHOD OF AND SYSTEM FOR
MANAGING AND SERVING CONSUMER PRODUCT
ADVERTISEMENTS TO CONSUMERS IN RETAIL STORES
Attorney Docket : 100-033USA000
Examiner : not yet assigned
Group Art Unit : 2768

Honorable Commissioner of Patents
and Trademarks
Washington, DC 20231

**DECLARATION CLAIMING SMALL ENTITY STATUS (37 CFR 1.9(f)
and 1.27(b)) - SMALL BUSINESS CONCERN**

SIR:

As an authorized official of IPF, Inc., the assignee of the above-referenced application, I hereby declare that IPF, Inc. qualifies as a Small Business Concern as defined in 37 CFR 1.9(d) for purposes of paying reduced fees under section 41(a) and (b) of Title 35, United States Code, to the Patent and Trademark Office with regard to the above entitled invention described in the specification of which is attached herewith.

IPF, Inc. has not assigned, granted, conveyed, or licensed and is under no obligation under contract or law to assign, grant, convey, or license, any rights in the invention to any person who could not be classified as an independent inventor under 37 CFR 1.9(c) if that person had made the invention, or to any concern which would not qualify as a small business concern under 37 CFR 1.9(d) or a nonprofit organization under 37 CFR 1.9(e).

IPF, Inc. acknowledges its duty to file, in this application or patent, notification of any change in status resulting in loss of entitlement to small entity status prior to paying, or at the time of paying, the earliest of the issue fee or any maintenance fee due after the date on which status as a small entity is no longer appropriate. (37 CFR 1.38(b))

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of the application, any patent issuing thereon, or any patent to which this verified statement is directed.

IPF, INC.

Thomas J. Perkowski, President

Date: April 26, 2000